

Dear fellow employees:

Certain people, certain groups, oppose smoking. They don't want us to smoke in public; they don't want us to smoke even in private! Half-truths, nontruths, and one-sided opinions are not uncommon among antismoking statements.

The PM-USA Action Program is designed to present another side of the smoking controversy. By definition, of course, Philip Morris people are biased. But in the program, and in the PM-USA Action Guide, we've tried very hard to tell the story in an unbiased way. We've tried to speak with the voice of reason against the so-often irrational voices that cry out against smoking.

We'd like you to join us in opposing the antismoking forces by speaking out with an informed voice of reason. Understand, however, that this is a completely voluntary program. Your participation or nonparticipation should be wholly based on your own convictions.

Look through your Guide. Get a better understanding of the issues. Then decide for yourself what role you'd like to play in helping to defend our industry.

Sincerely,

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